



Fire and Ice 2026

Sponsorship Proposal 2026



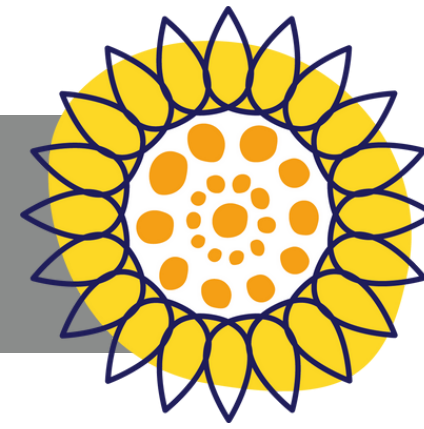
**St Margaret's
Hospice Care**



Registered with
**FUNDRAISING
REGULATOR**

Registered Charity number 279473

Welcome to St Margaret's Hospice Care



On 7 January 1980, St Margaret's Hospice Care was registered as a charity and a major fundraising drive began within the heart of the Somerset Community. St Margaret's Hospice provides compassionate and specialist care for patients, their families and their carers across Somerset facing a life-limiting illness.

St Margaret's Hospice simply couldn't survive without the support and generosity we receive from local people, businesses and groups within our community. The hospice has to raise 80% of our funds through donations and fundraising so your contribution, however big or small, makes a huge difference to the patients and families that we care for every year.

But sponsorship is not just about providing financial support. It's also about building relationships, fostering collaboration, and amplifying our message. When you sponsor St Margaret's Hospice, you become an integral part of our mission. Sponsorship helps us direct more of the fundraising income to our hospice care, and it gives local businesses a chance to promote their brand while showing their support of a locally loved cause- it's a win-win opportunity.



Fire and Ice

Get ready to be part of something unforgettable! Fire & Ice is an exciting new fundraising challenge for 2026, combining two exhilarating events! The adrenaline-pumping New Year's Day Dip and a thrilling addition, the Firewalk.

Participants can brave the icy waters, walk barefoot across burning embers, or take on both for the ultimate test of courage, earning an exclusive medal. The New Year's Day Dip is a well established event in the calendar, whereas the Firewalk is something new. With a cost-effective combo entry and a buzz-worthy challenge, this event is set to make waves (and sparks!) across Somerset.

Spanning from Minehead to Yeovil, Fire & Ice will be heavily promoted for several weeks, launching at the beginning of October, offering exceptional exposure for your brand. By sponsoring this dynamic event, you will demonstrate the values that underpin your organisation and give vital support for the hospice, all while reaching a wide, engaged audience.

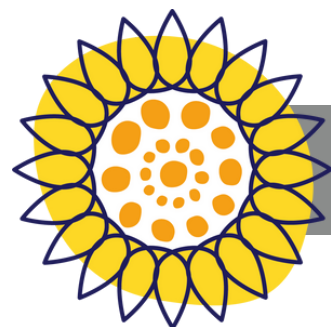


The challenge

The New Year's Day dip is back for a fifth year at Minehead Beach. With registration from 2pm, our participants will have time for a lie-in and a New Year's Day roast before taking the plunge!

Our brand new Firewalk event takes place a few weeks later at our Yeovil Hospice, where participants will be hosted by UK Firewalk and treated to delicious hot drinks and refreshments. Whether our supporters are walking over hot embers in memory of a loved one or as a personal challenge, it promises to be a night to remember.

We can not wait for our local community in Somerset to sign up and take part in something amazing. We are hoping for a minimum of 250 participants across both events.



Headline Sponsorship £1,500



Included in your sponsorship package are:

- 2 Fire & Ice challenge places with no fundraising requirement (worth £360)

OR

- 2 Firewalk places with no fundraising requirement (worth £300)

OR

- 5 Dip places with no fundraising requirement (worth £310)

Sponsor Benefits



- A welcome post on social media on the lead up to the event and a thank you post following the event
- Use of our logo for 12 months from the sponsorship agreement start date
- Feature on our corporate sponsor page to link through to your website
- Direct pre-and post- event support from our Corporate Partnerships Fundraiser, including a post event report
- Inclusion in press coverage during the promotion of the event
- Access to participants and spectators to distribute information/ provide a service where appropriate (material to be pre-approved by St Margaret's Hospice)
- Employee team building opportunities



Your company logo on:

- Event webpage
- Event poster and digital promotion
- All recruitment and stewardship emails
- Event fundraising page (via enthuse)
- Event medal ribbons (Fire & Ice only)

Thank you for taking the time to consider our proposal

Please contact our Corporate Partnerships Fundraiser,
Michelle Long for further information;
Email : Michelle.Long@st-margarets-hospice.org.uk
Phone: 01823 345910

